

Please amend paragraph 0048 of the specification to read as follows:

FIGS. 9A and 9B illustrate ~~illustrates~~ schematically a mode of operation of a content retailer computer entity for receiving an order from a retail customer terminal, and satisfying that order by issuing an order to a print merchant computer-entity;

Please amend paragraph 0153 of the specification to read as follows:

Referring to FIGS. 9A and 9B herein, there is illustrated schematically a mode of operation of a content retailer computer interacting with a retail customer via a displayed website, accepting an order for print products, and satisfying that order by placing an order with a print merchant to supply print products to the retail customer. In step 900, the content retailer computer displays goods and services by posting a visual description of those goods and services on a webpage. A retail customer 300 viewing the website through a customer terminal 121 browses the website and selects print products for purchase. The customer specifies the goods at the customer terminal, and a description of those goods is received by the content retailer computer in step 901. In step 902, the content retailer computer requests an identification for an order from a print merchant computer. In step 903, the content retailer computer receives an order identification code from the print merchant computer. This order identification code identifies a particular order uniquely. Optionally, in step 904 the content

retailer computer requests a quote from the print merchant. The request for quote includes details of the print order itself including number of copies, media type, delivery address. In step 905, the content retailer computer receives a quote from the print merchant after the print merchant has generated such quote. In step 906, the content retailer computer displays a quote to the customer terminal. The quote displayed to the customer terminal, in general, differs from the quote made by the print merchant to the content retailer. The content retailer computer adds a cost of content, which the content retailer computer can calculate from a contract with a content provider computer, stored in a local database of the content retailer computer, and also adds a mark up, or premium cost charged by the content retailer itself, to arrive at the quote to the customer. In step 907, the content retailer computer confirms the order with the customer terminal, by the customer activating an order placement icon displayed on the website and viewable via the browser on the customer terminal at the user interface 509 on the customer terminal. In step 908, having received the customer order, the content retailer computer sends an order to the print merchant computer. The order to the print merchant computer which is in XML file format sent in HTTP, specifies parameters including:

Enclosed herewith are marked-up versions of the two figures 9 appearing on sheets 9/19 and 10/19 of the PCT application as published marked up in red ink to show proposed changes thereto to change the figure numbering to figures 9A and 9B. New formal versions of these figures are also enclosed.